

A REPORT TO
The President of the United States
LYNDON B. JOHNSON

BY 4-H MEMBERS OF U.S.A.

1968



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National 4-H Service Committee
59 East Van Buren Street
Chicago, Illinois 60605

THE WHITE HOUSE

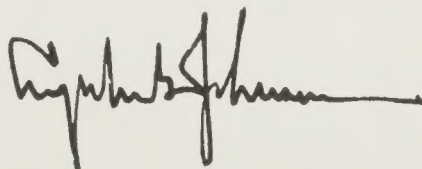
WASHINGTON

Dear 4-H Members:

You have my best wishes as you prepare for the 1968 observance of National 4-H Week. You can be proud of your accomplishments, and I assure you that the nation shares your pride.

The 4-H program benefits Americans of all ages and walks of life. And through the Head-Heart-Hands-Health plan, its good results have spread to over seventy-five nations abroad.

I hope your friends will be encouraged by your example to join 4-H, and share your goals for better homes and communities, and better understanding of the challenges of our trying time.

A handwritten signature in black ink, which appears to be "Lyndon B. Johnson". The signature is fluid and cursive, with a long horizontal stroke at the end.

This message was sent to
all counties for use in
National 4-H Week news
coverage.





4-H is the youth education program of the Cooperative Extension Service. It is conducted jointly by the U.S. Department of Agriculture, the State Land-Grant Universities, and County governments. Two non-government organizations teamed with Extension to advance 4-H work are the National 4-H Service Committee and the National 4-H Club Foundation.



3.2 MILLION



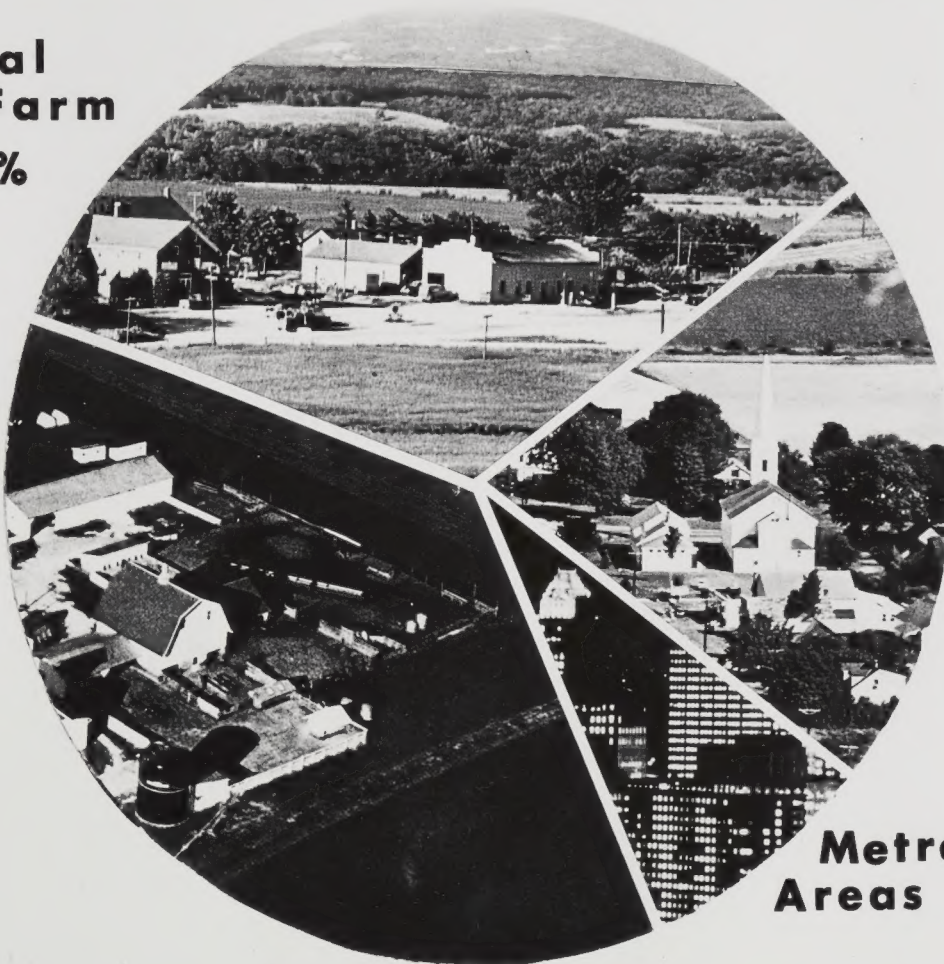
Where 4-H Members Live

**Rural
Non-Farm
34%**

**Farms
37%**

**Towns
and
Cities
21%**

**Metropolitan
Areas 8%**





OVER 1/3
OF 4-H
MEMBERS
ARE FROM
LOW
INCOME
FAMILIES

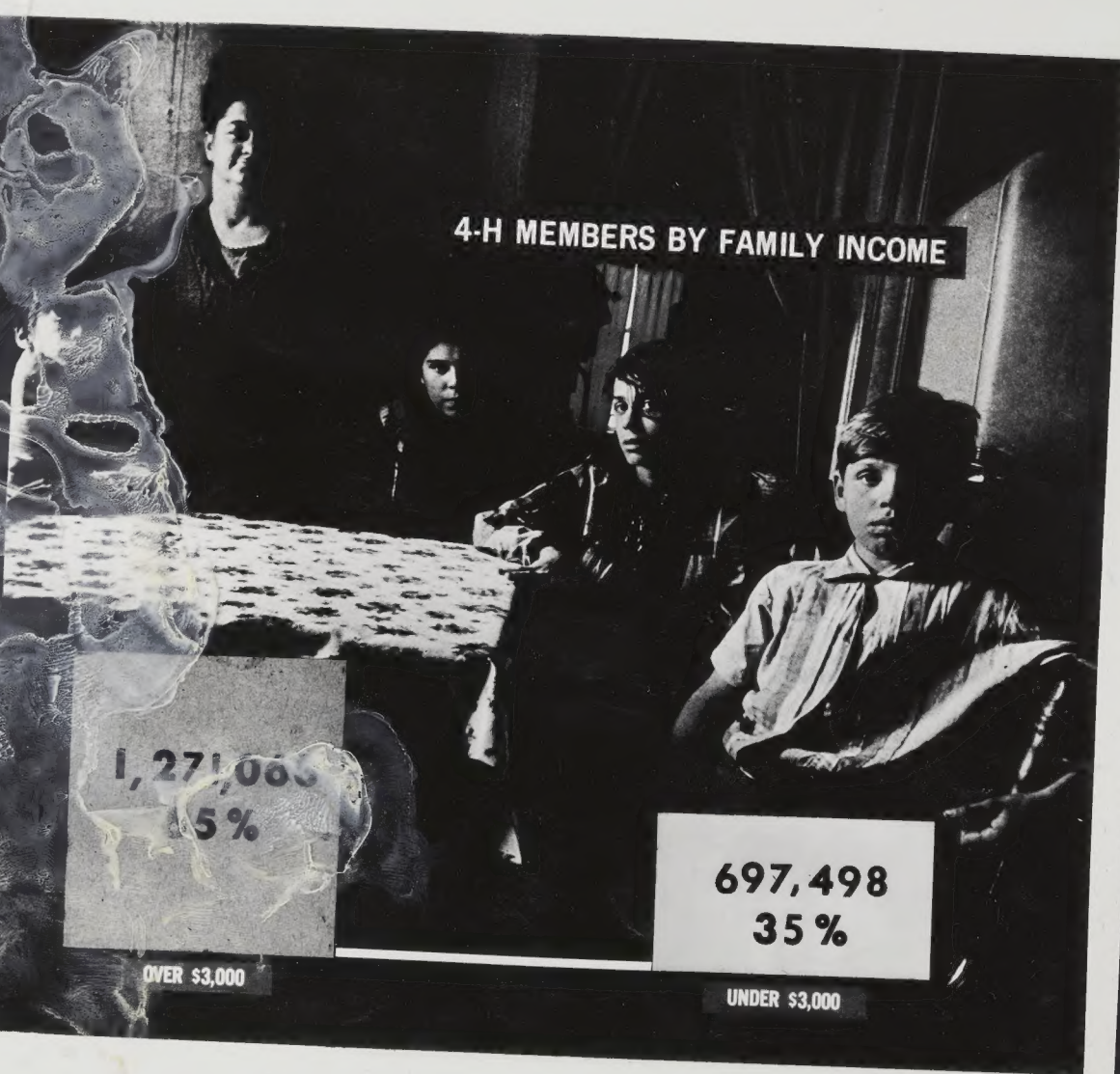
4-H MEMBERS BY FAMILY INCOME

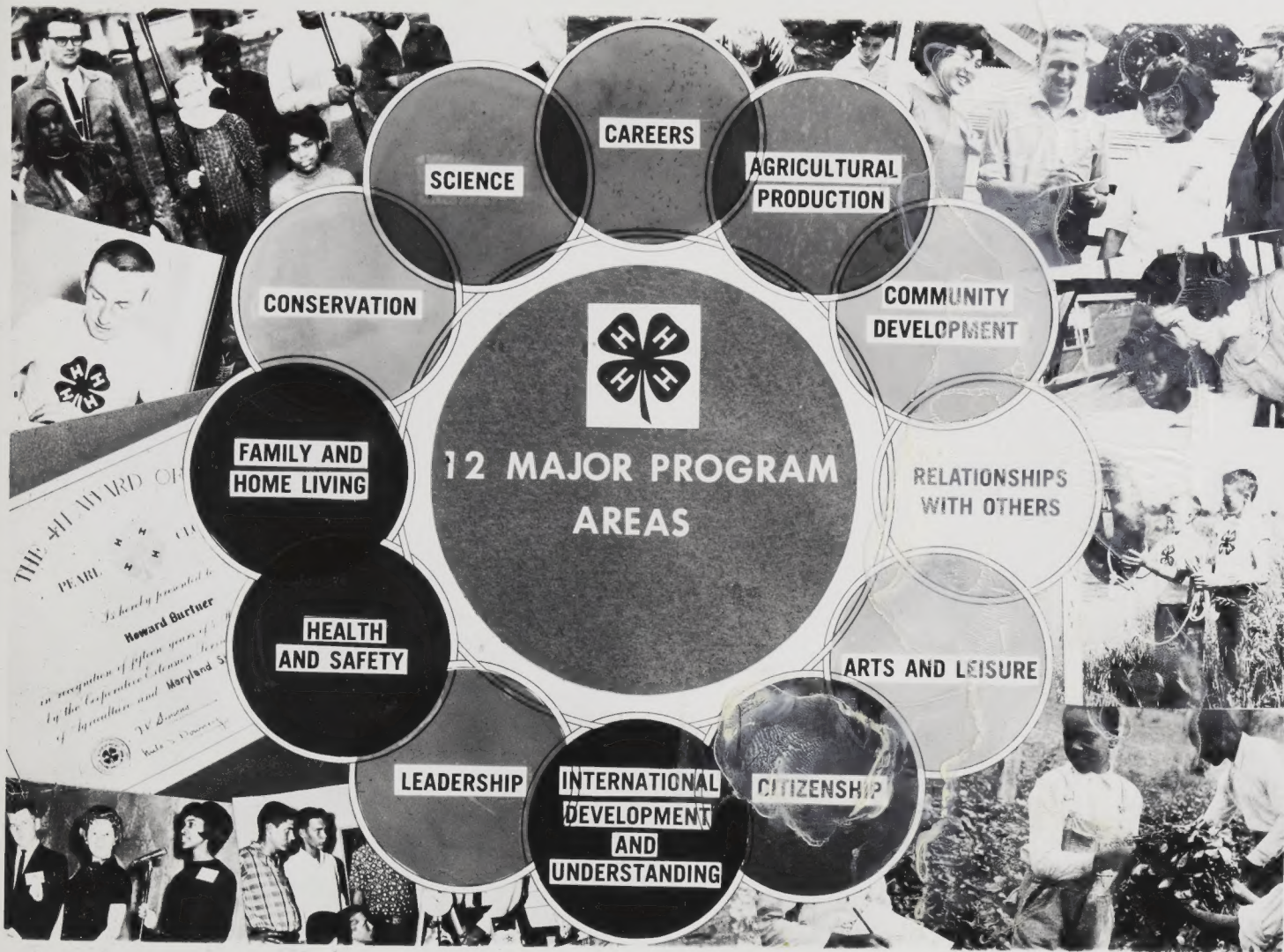
1,271,063
45%

OVER \$3,000

697,498
35%

UNDER \$3,000







Learning to speak out on significant issues is important in 4-H training for good citizenship. Working with others in groups is a step toward assuming adult responsibilities in leadership.



A 4-H volunteer leader helps these girls "learn by doing," and "learn by looking." Serving 4-H are about 400,000 local volunteer leaders who guide and encourage members, observe progress of projects, and give suggestions where needed. County Extension agents select, train, advise, and assist the leaders.



"Younger-learns-from-older" is the magic of the 4-H junior leader plan, especially in evaluating accomplishments as in this pre-teen's clothing project. The typical 4-H'er enrolls in three projects a year, and the Nation's 3 1/4 million members "carry" about 7,000,000 projects annually.



A junior leader beams with pride as one of her photography club members snaps the shutter on a neatly-posed group. About 160,000 older 4-H'ers - called junior or teen leaders - aid younger members and gain valuable experience for themselves.



It's usually "all smiles" when a 4-H CLUB MEMBER LIVES HERE -- because 4-H is a family affair. Head-Heart-Hands-Health youth gain useful new knowledge through learning experiences called "projects" that fit their home and family situations.



Thousands of 4-H'ers enroll each year in agricultural projects and learn production, management, and marketing principles that can lead to future occupations on the farm or in agri-business.



The eggs, then the chicks, intrigue these girls as they develop a healthy sense of curiosity and inquiry in a 4-H embryology project. The modern 4-H program includes science in the home, animal science, plant science, natural science, mechanical science and technology.



4-H projects in child care and family life prepare boys and girls to work with younger children in their own families and in nursery schools, Head Start, and other community programs.



Plan-and-Plant-for-Behauty challenges urban as well as rural youth. Today's 4-H'er may grow plants in flower pots or backyard plots if he lacks a country garden, and he can learn how plants grow as well as how to grow plants.



The fast-growing "small engines" project meets the needs and interests of youth in town and country, city and suburbia. Working with small engines may lead to projects in tractor or automotive.



A modern dimension in 4-H is teaching better buymanship to help older youth gain consumer competence. A store tour is a popular way to learn about quality and design in relation to planned use.

HOW TO BUY AND COOK MEAT

Know the cut by the
shape of the bone

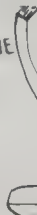
WEDGE
BONE



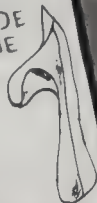
ROUND
BONE



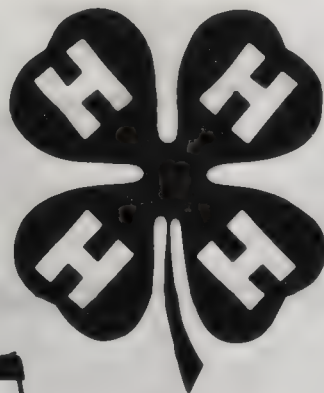
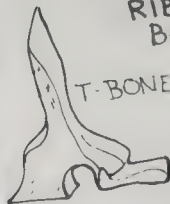
RIB
BONE



BLADE
BONE



T-BONE



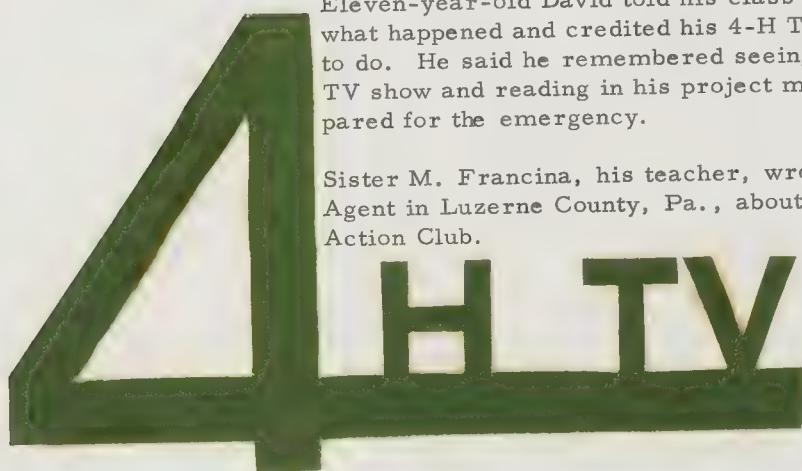
More than a million 4-H members were enrolled in 4-H TV Action Clubs in the past two years -- although television is a relatively new technique for 4-H. A series of 10 half-hour shows has been programmed to teach 4-H'ers: Emergencies in Today's World, Demons of the Air, The Shaking Earth, When Water Runs Wild, Living with the Atom, 3 Degrees and Falling, Emergency Living in the Home, Emergency Living Outdoors, The Friendly Enemy, The Temperature's Rising. Each TV member has his own workbook for application in his own situation.

Here's an example of the results:

When young David Rock of Larksville, Pa., found his home on fire one night, he didn't panic. He just calmly and quietly awakened his parents and brother, and all escaped safely from the burning building.

Eleven-year-old David told his class at nearby St. Stephen school what happened and credited his 4-H TV Action Club for knowing what to do. He said he remembered seeing "The Friendly Enemy" 4-H TV show and reading in his project manual about fires, so was prepared for the emergency.

Sister M. Francina, his teacher, wrote to Ralph Beard, an Extension Agent in Luzerne County, Pa., about David and praised the 4-H TV Action Club.



Shown at right with David are his Dad, Bernard Rock; Sister Francina, and County Agent Ralph Beard.

Among other topics featured in 4-H educational series are home uses of electricity, everyday science, automotive care and safety, and dog care and training.





Interest and attention come first in any 4-H teaching method. These young "pupils" are intent on the kind of 4-H activity that could lead to profitable work for them, or to the creative use of leisure time.



4-H'ers recognize and appreciate their many friends in business, industry, agriculture, education, and other fields. The public-spirited assistance of such supporters benefits 4-H at community, county, State, and national levels, and strengthens 4-H-like programs in other countries around the world.

girls in an emphasis on --



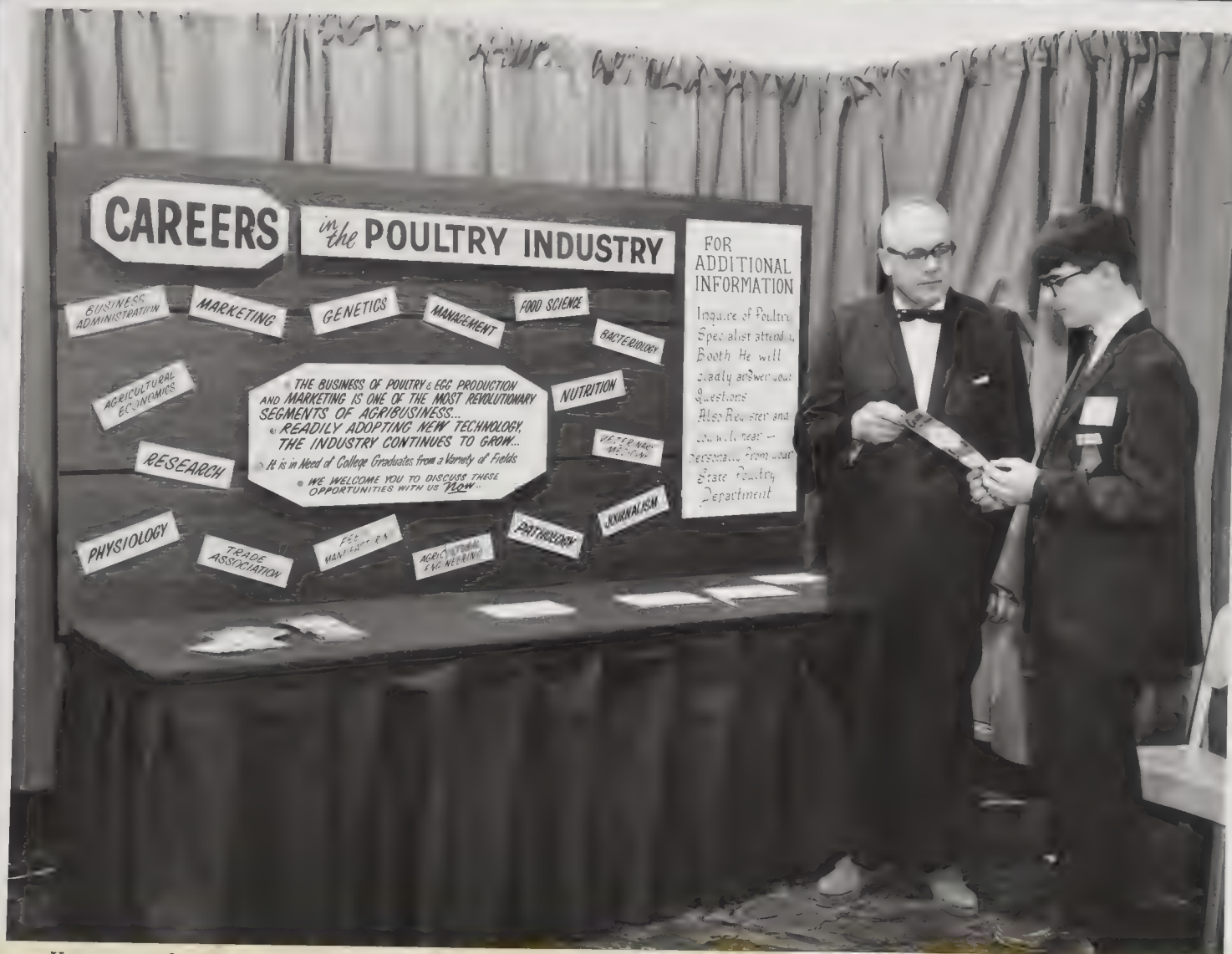
Handicapped children engage in various 4-H projects that teach them useful skills. These youngsters with the knitting needles also enjoy other crafts, elementary woodworking, food preparation, and planting the seed they find in their science kits.



Learning to swim in this New Hampshire 4-H camp for disadvantaged youth is typical of the experiences of thousands of youth across the country. Vista Volunteers assisted with this camp, cooperatively sponsored by O.E.O. and Extension 4-H programs.



Often patrolmen and other law enforcement officers are invited as speakers and consultants for discussion groups at 4-H camps and elsewhere. The young people learn policemen are friends and laws help protect them so they plan ways to cooperate for safer homes and communities.



Young people, at an early age, become serious about choosing a career. 4-H helps them explore their interests and encourages them to get training necessary to equip them for their futures.



The National 4-H Center--fronted here by a Hawaiian delegation--has been home to nearly 60,000 4-H'ers attending important conferences. Directing these and other activities is the National 4-H Club Foundation headquartered at the now expanding Center.

WELCOME TO NATIONAL 4-H CLUB CONGRESS



For some 1,500 outstanding 4-H'ers each year, National 4-H Congress is the "trip of a lifetime." Congress climaxes each year's national 4-H awards program, and is one of many activities conducted cooperatively by the National 4-H Service Committee, Chicago.

girls in an emphasis on the



These Indian girls are among more than 4,000 young people--representing about 70 countries--who have been International Farm Youth Exchangees since the program began in 1948. A 4-H Teen Caravan plan now provides an international exchange opportunity for qualifying 4-H'ers 16 to 18 years old.



About 75 countries around the world have now adopted the 4-H plan. Their leaders often come to America to learn how they can better fit the program to their needs. These two Vietnamese direct about 50,000 boys and girls in an emphasis on Tri--Head, Tam--Heart, Tay--Hands, and Than--Health, in 4-T Clubs.

Program Role Analysis

MP 102



LEADERSHIP FOR REACHING THE UNREACHED

ARKANSAS SPECIAL YOUTH PROJECT

*A study to reach more disadvantaged youth
through an expanded 4H program*

AGRICULTURAL EXTENSION SERVICE

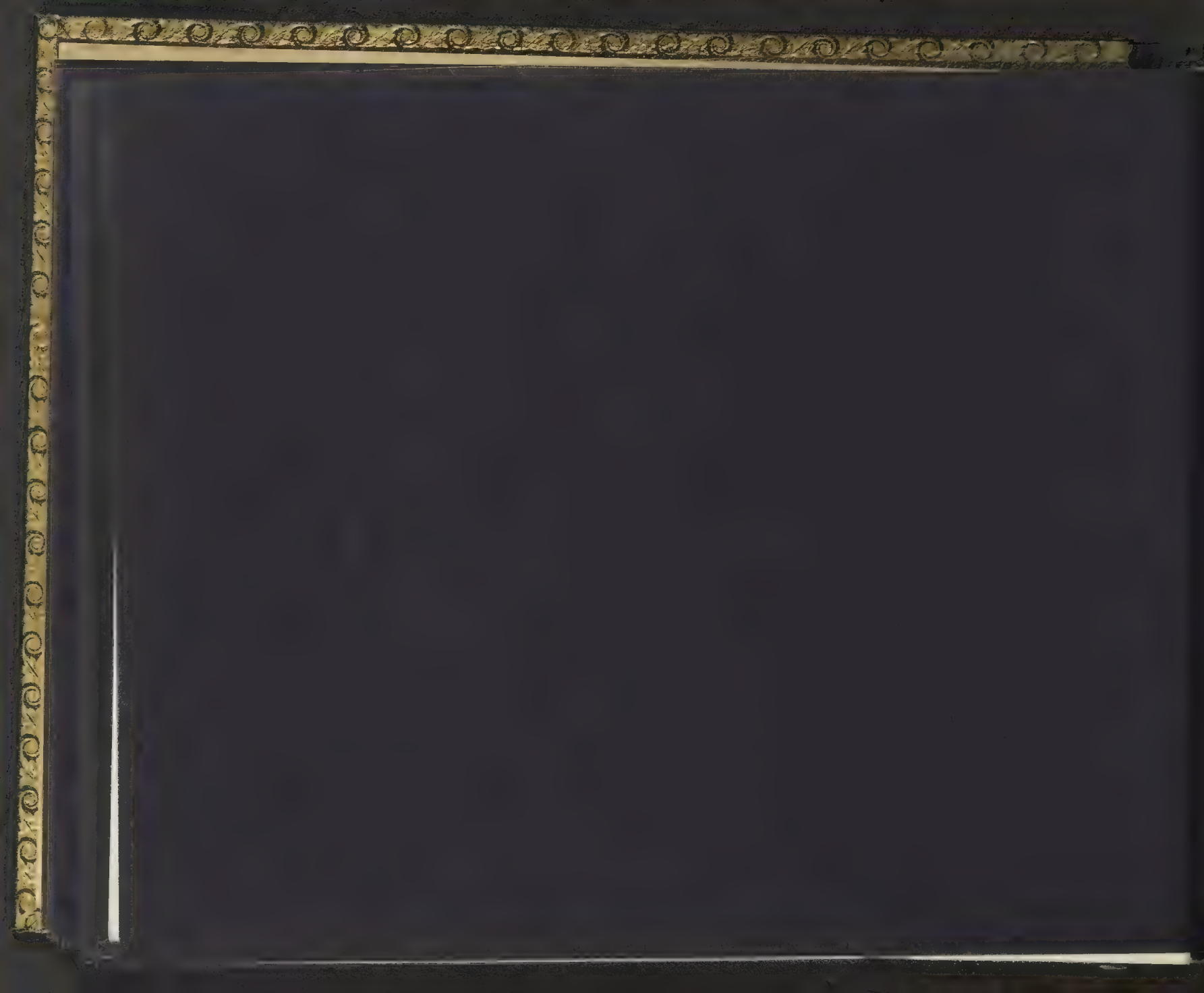
University of Arkansas

Division of Agriculture

and U. S. Department of Agriculture,

Cooperating





Camping for disadvantaged youth

for disadvantaged youth

an informal educational approach



AGRICULTURAL EXTENSION SERVICE, UNIVERSITY OF ARKANSAS DIVISION OF AGRICULTURE AND U. S. DEPARTMENT OF AGRICULTURE COOPERATING

